

UTILIZATION OF TIK-TOK APPLICATIONS IN PANDEMIC TIMES COVID-19

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Keywords

COVID-19
TikTok App
Entertainment
Education

This paper has the title, "Utilization of the TikTok Application During the COVID-19 Pandemic". The purpose of this study is as a tool to find out the phenomenon of TikTok application users in the midst of the Covid-19 pandemic, how the motives of TikTok application users are, the actions of TikTok application users and what is the meaning of using the TikTok application in the midst of the Covid-19 pandemic. The research methods and methods that have been used by researchers in conducting this research are the Phenomenological method, with the type of qualitative research, and the data collection technique of research results is done by means of online interviews. The interviews conducted involved several users of the TikTok application itself. Based on the results of the study, it was obtained that the motive for using the TikTok application in the midst of the Covid-19 pandemic was as an entertainment medium. Furthermore,

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1. INTRODUCTION

Qiyang & Jung (2019) explains that social media facilitates the creation and sharing of knowledge between people who have similar goals and behaviors. The interaction and exchange of information is what motivates someone to use social media. In this regard, people use social media to be able to interact, exchange information, and especially fill their daily activities at home.

In today's technological developments, one of the most prominent applications that are very popular among children and teenagers is the tiktok application. A lip sync app (lipsynch) that has been downloaded by more than 50 million users on Google Play. Based on the facts that the author did in the field, there is a video on Instagram social media which shows a teenager recording himself using the tiktok application by revealing his genitals while swaying and wearing a school uniform. So that it can attract the attention of others who are watching, to commit immoral acts that are inappropriate for consumption by teenagers. All of that is from the excessive use of the TikTok application and is one of the personality disorders of today's teens, or better known as narcissism. (Winarno, 2018)

Indonesia is currently based on the results of the Indonesian Polling study in collaboration with the Association of Indonesian Internet Service Providers (APJII) to find that as many as 171.17 million people or as a percentage of around 64.8% of Indonesia's population are Internet users. This very large number certainly makes the Indonesian people experience cultural changes in the current media, because of course there are new equipment and procedures that will be adapted by the community itself in its use.

The tiktok application is an application that provides unique and interesting special effects that can be used by users easily so that they can make short videos with cool results and can be exhibited to friends or other users. With this tiktok application, everyone including students can express a style that suits their wishes to become a user that looks unique in the eyes of others. There are many ways that users of the tiktok application use to compete to become famous artists for the sake of popularity alone. (Susilowati, 2018:180)

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Now Tiktok is a new trend in Indonesia, the content produced by Tik Tok users themselves is very diverse. By taking advantage of the current situation, many Tik Tok users are using this application as a Covid-19 educational medium with interesting presentations that make the audience not bored to see the content. To reduce the impact and break the chain of the spread of Covid-19. The government, health workers and even the community together create educational content using the Tiktok application which indirectly provides education for Tiktok viewers.

The number of positive cases and deaths due to Covid-19 in Indonesia is increasing day by day and the number is not small, reported from the official website covid19.go.id as of 15-02-2021 there are positive cases totaling 1,223,930, a total recovered 1,032,065, and died 33,367. The increase in positive cases due to Covid-19 is a common problem, where educational methods are carried out even using the media that is trending in Indonesia, namely Tiktok. This study seeks to analyze or see how Tiktok is used as a Covid-19 educational medium during the pandemic.

The development of tiktok in 2017 entered Indonesia, then in 2018 it was blocked by the Communications and Information Technology and in 2020 it has now become a popular culture in Indonesia. Popular culture itself can be seen in 4 contexts, namely a culture that is built on pleasure that is not substantial and relieves people of the boredom of working all day, popular culture destroys traditional culture, culture becomes a problem in the economic perspective, culture and marx popular culture dripping from above (Bungin, 2011).

Two years after Tik Tok was blocked by the Ministry of Information and Information Technology, now TikTok has become a new trend and popular culture in Indonesia. Popular culture is a culture that is liked by many people and is tied to certain social classes, popular culture is currently having a greater impact in today's digital era, because ease of access to information has a significant impact on popular culture in a country (Sorrels, 2015) .

Populr culture is closely related to mass culture, because mass culture can also be called popular culture which is produced through mass production industrial techniques and marketed for profit from mass consumer audiences. Mass culture itself is developing because of the increasingly dense technology and the increasingly real era of convergence. In the previous decade, mass media became part of popular culture with its various uniqueness and unpredictable presence phenomena. (Irwanto, 2017)

Popular culture itself has characteristics, namely popular culture that creates trends, has a uniform shape, can adapt well so that it can be enjoyed by the public at large, is temporary or can be replaced when the general public is disturbed by other popular culture products, its durability follows time. public tastes, profitability or potential benefits that can be obtained by related parties, related patterns, consumption patterns and effects of popular culture that can produce pleasure and distraction (Mahanani, 2015).

According to Omar & Dequan (2020), there are several motivations for someone to use the TikTok application. First, want to interact. Social interaction via TikTok supported by several features such as follow, comment, like, share, upload and duet. Duet is a feature that not on most social media. This feature gives users access to do videos together with other penguins. Second, archiving or storing memory. Based on the research of Omar & Deequan, this is the most prominent in a person's motivation to use TikTok. It is supported by the save video feature or "save video" which is back again, becomes the advantages of TikTok. Third, self-expression or self-expression. Through TikTok one can express himself creatively through videos which made. Supported with data from GlobalWebIndex, 55% of users TikTok has uploaded videos on the page. According to Wiederhold (2020) the reason someone uses social media during a pandemic or in application social distancing is

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information seeking or seeking information as well as entertainment or entertainment. From these reasons, it can be interpreted that the use of TikTok social media during a pandemic is to provide entertainment and seek information. What does tiktok offer? As said before, happened enhancement use TikTok in several countries including Indonesia during the pandemic. So what is interesting about this application so that the informants, all three show difference in download time. One of the sources downloaded TikTok application recently (during the pandemic), this is due to the freer and less busy time. Meanwhile, one of the speakers I downloaded it a few years ago but just re-downloaded it. Source person Finally, it has been downloaded for a long time, but the intensity of its use has increased. From this it can be concluded that the pandemic period and the policy of carrying out social restrictions have an impact on the use of TikTok.

2. METHOD

The method used in this study is to use the method of literature review or literature review. Literature Review is a reference list of all types of references such as books, journal papers, articles, dissertations, theses, theses, hand outs, laboratory manuals, and other scientific works. According to Pohan (2007: 42), this activity (compilation of literature review) aims to collect scientific data and information, in the form of theories, methods, or approaches that have developed and have been documented in the form of books, journals, manuscripts, notes, historical records, documents, and others contained in the library. Meanwhile, according to Sugiyono (2017: 291) Literature Study is an important step where after a researcher determines the research topic, the next step is to conduct theoretical studies and references related to the research conducted. In research, language as a communication tool seeks to describe matters relating to language as a communication tool which includes explaining the function of language as a communication tool, and communication in everyday life which explains why we communicate, and the language used when communicating in life. daily.

3. RESEARCH RESULTS AND DISCUSSION

The research method used in this study is a qualitative method. According to Lexy, J, Meleong 2006 Qualitative method as a research procedure that produces descriptive data in the form of written or spoken words from people or observable behavior. According to Supardi 2006 descriptive research is a research method that describes all data or the state of the subject or object of research then analyzed and compared based on the current reality and then tries to provide solutions to the problem and can provide up-to-date information so that it is beneficial for the development of science. and more can be applied to a variety of problems. .

The location in this study is the country of Indonesia where tiktok went viral, because there was a lot of challenge content at that time, because the country of Indonesia was in lockdown and at that time there was a lot of content to entertain others and yourself by watching videos and sharing videos. by earning.

The research place is viewed online, lots of friends, friends, or family spend their time viewing various content. The object of the research is because it seems that the Indonesian people are interesting for researchers to conduct research with the following considerations:

- To protect children under 17 years old from being supervised by their parents.
- There is protection of the ITE Law on content
- There is support from various sources so that Indonesian culture can be known by outsiders with the cultures displayed from the content.
- People who can make money from the Tiktok application by doing various ways such as advertising, selling, endorsing, etc.

In accordance with the type of research that the researcher conducts, to obtain as much and in-depth data as possible during research activities in qualitative research, researchers with all groups are of interest. In other words, the presence of researchers is needed to examine more deeply about the formulation of the problems discussed. Researchers will make observations through online media and conduct online interviews with people who use tiktok applications during this pandemic. researchers will observe from the results of the answers of the users of the tiktok application.

Thus, it can conclude the data from the combined results of interviews and online observations. To support data collection from existing sources, researchers used notebooks and ballpoint pens as data loggers. Researchers as a key instrument try to obtain data on readiness, implementation, constraints, obstacles and strategies to deal with these obstacles or obstacles in accordance with the reality that exists in virtual online, so that the information collected is truly relevant and its validity guaranteed.

This research was carried out from 10 June 2021 to 12 June 2021. The role as an instrument as well as a data collector, the authors realized by interviewing to obtain data about the use of the TikTok application during the pandemic. The data source according to Suharsimi Arikunto: 2006 is the subject from which the data was obtained. Data sources include two types: first, primary data sources, namely data taken from the first sources in the field. Or data obtained directly from the object of research derived from observations and interviews, in this study primary data obtained by researchers from applications that are popular and widely installed by the Indonesian people in following trends in modern times. And the second data is secondary data, namely data and internet sites that contain many tiktok applications downloaded in this country of Indonesia.

The purpose of this study was to find out how to use the Tik-Tok application during the Covid-19 pandemic. The data collected mostly includes the views, perceptions, and experiences of stakeholders through Focus Group Discussions (FGD). Consisting of voluntary information by 3 men and 1 woman as FGD participants (table 1). Analysis of the data collected follows a two-step process. First, the accompanying transcripts were each read several times. Then, the second presents both the differences and commonalities of views expressed by all stakeholders, then details the specific point of view on each stakeholder.

Participants	Gender	Age	Work
Rian	L	34	JMN Program Producer
Nuriskika	P	22	Student
Solahudin	L	26	Content Creator
Wise	L	26	Digital Marketing
Permana	L	23	Student
Fingerprint			

From the results of the FGD, all participants agreed that the TikTok application had a very significant impact during the Covid-19 pandemic, especially during the first semester of this pandemic. From the results of the FGD, it was explained that the overall influence of the TikTok application has the potential to present new opportunities and challenges in the field of social media. Rian from JMN emphasized, "Even if we want to recruit a potential host, we also ask if we have a TikTok account or not? So are you used to using the application? Why is that, I think TikTok has started to become a platform that media stakeholders are currently considering as a means of promoting their programs."

According to Nuriskika, a student from a university in Bandung said, TikTok is currently not only an entertainment application, but this application can also be used as a place to collect assignments for several courses in several majors.

Meanwhile, Solahudin, a content creator and editor in one of the media, said that currently TikTok is very useful for content promotion media, even more effective than other similar applications.

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4. CONCLUSION

Restrictions on activities outside the home during the corona virus pandemic increase the use of the internet and social media, especially the use of the short video media application, TikTok. The increase is based on 3 motivations, namely interacting, storing memories or archiving, and as a form of self-expression through videos made or recorded. cellf expression. Not only those three, there is one of the main motivations of the informants in downloading the TikTok application, namely following what is currently popular. this (in this case:

TikTok). User TikTok gets 3 categories, namely entertainment content such as funny or humorous videos, art videos or videos containing tips. Then there is educational content for hand washing movements or complying with health protocols during a pandemic like this which serves to givenot only knowledge but also skills. Lastly, marketing content that persuades a person to be interested even in the end trya use the things that are marketed. In ThingThis information, attitudes, and opinions are formed through TikTok. However, topicwhich relatedt is not about Covid-19 There are content that is more attention-grabbing, making opinion, as well user attitude towards corona virus

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